ORDER

Orders Order / Rev: 106114 06848583 Alt Order #: JOE HECK 4 CONGRESS Product Desc: 2643 Estimate: 09/03/12 - 09/16/12 Flight Dates: Primary AE: Amy McCreary 10/09/12 / 10/09/12 Sales Office: Original Date / Rev: **BLPHI** Order Type: **GENERAL** Sales Region: National Strategic Media Placement, Inc. Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Billing Cycle: EOM/EOC 7669 Stagers Loop Delaware, OH 43015 Agency Commission: 15% Advertiser Name: Heck, Joe for Congress A35+ New Business Thru: Demographic: **Product Codes:** PLC02 Order Separation: 00:05:00 Priority: SELECT PRIORITY CODE Advertiser External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/16/12	46	\$27,600.00	\$23,460.00

Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	46	\$27,600.00	\$23,460.00	0.00
Totals	46	\$27,600.00	\$23,460,00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total		
KSNV	30%	\$27,600.00		
Market	100%	\$92,000,00		

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	33%	\$30,360.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	31%	\$28,520.00
KTUD	1%	\$920.00
KVVU	2%	\$1,840.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$2,760.00

_	Ln	Ch	Start	End	Inventory Code	Break	Start/End Tir	me Days	Len Sp	ots	Rate Pri	Rtg Type \$	Spots	Amount
	1	KSNV	09/03/12	09/04/12	M-F 6-7a WakeUp v	w/Wa G M	6-7a	МГ	:30	2	\$700.001	0.00 NM	2	\$1,400.00
	M-F 6-7a WakeUp w/Wagners													
		NEWS												
		Star	t Date E	End Date	Weekdays S	Spots/Week	Rate	Rating						
	W	eek: 09/0	3/12	09/09/12	<u>Μ</u> Γ	2	\$700.00	0.00						

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Order / Rev: 106114 Advertiser: Heck, Joe for Congress

Start Date

Start Date

FACE TO FACE Start Date

Week: 09/03/12

10 KSNV

11 KSNV

12 KSNV

WHEEL

Week: 09/10/12

Week: 09/03/12

End Date

09/09/12

End Date

09/16/12

End Date

09/09/12

09/10/12 09/14/12

09/03/12 09/05/12

09/06/12 09/07/12

Weekdays

- - F-

Weekdays

Weekdays

M-W-F--

M-F Wheel of Fortune

FacetoFace/Ralston Rep@M

Face to Face w/ J.Ralston

FacetoFace/Ralston Rep@M

Face to Face w/ J.Ralston

M-F Wheel

Spots/Week

Spots/Week

Spots/Week

CM

Rate

Rate

Rate

\$800.00

730-758pm

\$725.00

730-758pm

\$725.00

7-730pm

Rating

Rating

Rating

0.00

0.00

0.00

M- W- F- -

M- W- - - -

---TF--

:30

:30

:30

3

2

2

\$725.002

\$800.002

\$400.002

0.00 NM

0.00 NM

0.00 NM

\$2,175.00

\$800.00

\$800.00

1

2

Alt Order #: 06848583 Product Desc: JOE HECK 4 CONGRESS KSNV

Flight Dates: 09/03/12 - 09/16/12 Estimate: 2643

Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Ιn Amount 09/03/12 09/04/12 M-F 6-7a WakeUp w/Wa@M MΤ-\$1,400.00 KSNV 6-7a :30 \$700.001 0.00 NM M-F 6-7a WakeUp w/Wagners **NFWS** Start Date **End Date** Weekdays Spots/Week Rate Rating 09/09/12 МТ----0.00 Week: 09/03/12 \$700.00 09/07/12 09/07/12 M-F 6-7a WakeUp w/Wa@M ---F--:30 \$450.002 0.00 NM KSNV 6-7a \$450.00 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating 09/09/12 - - F- -\$450.00 Week: 09/03/12 0.00 M-F 6-7a WakeUp w/WaGM N 3 KSNV 09/10/12 09/14/12 M-WTF--:30 \$450.002 6-7a 4 0.00 NM 3 \$1,350.00 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating 09/16/12 M- WTF-Week: 09/10/12 4 \$450.00 0.00 Ch Date Range Rate Rtg Type Start/End Time Spot Description Weekdays Length 4 KSNV 09/10/12-09/16/12 M-F 6-7a WakeUp w/Wagner 6-7a M- WThF-:30 (\$450.00) 0.00 NM Credited [credit - mg on est 2797] 4 KSNV 09/06/12 09/07/12 Today Show СМ 658a-9am - - - TF- -:30 2 \$550.002 0.00 NM \$1,100.00 2 **Today Show TODAY SHOW End Date** Weekdays Spots/Week Start Date Rate Rating - TF- -Week: 09/03/12 09/09/12 \$550.00 0.00 5 KSNV 09/10/12 09/14/12 **Today Show** CM M- WTF- -:30 \$550.002 0.00 NM 658a-9am \$2,200.00 **Today Show TODAY SHOW** Start Date **End Date** Weekdays Spots/Week Rate Rating M- WTF- -09/16/12 0.00 Week: 09/10/12 \$550.00 6 KSNV 09/03/12 09/05/12 M-F Early News CM 5-630p M- - - - -:30 1 \$1,000.001 0.00 NM \$1,000.00 M-F Early News (5:00 PM-5:30 PM) **NEWS** Rating Start Date **End Date** Weekdays Spots/Week Rate 09/09/12 M- - - - -Week: 09/03/12 \$1,000.00 0.00 :30 \$725.002 KSNV 09/06/12 09/07/12 M-F Early News CM 5-630p ---TF--2 0.00 NM 2 \$1,450.00 M-F Early News **NEWS** Start Date Spots/Week **End Date** Weekdays Rate Rating - - - TF- -Week: 09/03/12 09/09/12 \$725.00 0.00 KSNV 09/10/12 09/14/12 M- WTF- -:30 \$725.002 0.00 NM M-F Early News CM 5-630p \$2,900.00 M-F Early News **NEWS** Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 09/10/12 09/16/12 M- WTF- -\$725.00 0.00 7-730pm ---F--**KSNV** 09/07/12 09/07/12 M-F Wheel CM :30 \$725.002 0.00 NM \$725.00 M-F Wheel of Fortune WHEEL

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Order / Rev: 106114 Advertiser: Heck, Joe for Congress

20 KSNV 09/05/12 09/05/12 News 3 Live in Prime

End Date

09/09/12

End Date

09/09/12

09/05/12 09/05/12

NEWS

21 KSNV

Week: 09/03/12

Week: 09/03/12

Start Date

FACE TO FACE Start Date News 3 in Prime

Weekdays

Weekdays

- - W- - - -

RALSTON in PRIME

Face to Face in PRIME

--W---

Alt Order #: 06848583 Product Desc: JOE HECK 4 CONGRESS KSNV

Flight Dates: 09/03/12 - 09/16/12 Estimate: 2643

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount FACE TO FACE Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 09/03/12 09/09/12 ---F--\$400.00 0.00 13 KSNV 09/10/12 09/14/12 730-758pm M-WTF--\$400.002 FacetoFace/Ralston Rep@M :30 0.00 NM \$1,600.00 4 Face to Face w/ J.Ralston **FACE TO FACE** Spots/Week Start Date **End Date** Weekdays Rate Rating M- WTF- -Week: 09/10/12 09/16/12 \$400.00 0.00 14 KSNV 09/07/12 09/07/12 M-F News 3 at Eleven 11pm-1135pm ---F--:30 \$750.002 0.00 NM \$750.00 CM M-F News 3 at Eleven **NEWS End Date** Weekdays Rating Start Date Spots/Week Rate Week: 09/03/12 09/09/12 ---F--\$750.00 0.00 15 KSNV 09/10/12 09/14/12 M-F News 3 at Eleven M-WTF--11pm-1135pm :30 \$750.002 0.00 NM \$3,000.00 CM 4 M-F News 3 at Eleven **NEWS** Start Date Weekdays **End Date** Spots/Week Rating Rate M- WTF- -Week: 09/10/12 09/16/12 \$750.00 0.00 16 KSNV 09/08/12 09/15/12 Saturday Today ---S-:30 \$225.003 0.00 NM CM 7a-9am 2 \$450.00 Saturday Today SAT TODAY Weekdays Spots/Week Start Date **End Date** Rate Rating Week: 09/03/12 09/09/12 ---S-\$225.00 0.00 ----S-0.00 09/16/12 Week: 09/10/12 \$225.00 N17 KSNV 09/09/12 09/16/12 ----S Sunday Today CM 7a-8am :30 \$200.003 0.00 NM \$200.00 Sunday Today **SUN TODAY** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 09/03/12 09/09/12 ----S \$200.00 0.00 Week: 09/10/12 09/16/12 ----S \$200.00 0.00 Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type ---- Su 2 KSNV 09/10/12-09/16/12 Sunday Today 7a-8am (\$200.00) 0.00 NM :30 Credited [credit - mg on est 2797] ----S-18 KSNV 09/08/12 09/15/12 Sa-Su Early News CM :30 \$225.003 0.00 NM 5pm-630pm 2 \$450.00 Sa-Su Early News **NEWS** Start Date Spots/Week Rating **End Date** Weekdays Rate Week: 09/03/12 09/09/12 ---S-\$225.00 0.00 ---S-Week: 09/10/12 09/16/12 \$225.00 0.00 19 KSNV 09/08/12 09/16/12 Sa-Su News 3 at ElevenCM 11pm-1135pm ----SS :30 \$750.002 0.00 NM \$3,000.00 Sa-Su News 3 at Eleven **NEWS** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 09/03/12 ----SS 09/09/12 0.00 2 \$750.00 ----SS \$750.00 Week: 09/10/12 09/16/12 0.00

- - W- - - -

- - W- - - -

Rating

Rating

0.00

0.00

:30

:30

CM

Spots/Week

Spots/Week

CM

7-10pm

\$1,000.00

8-11pm

Rate

Rate

\$800.00

1 \$1,000.001

\$800.002

0.00 NM

0.00 NM

\$1,000.00

\$800.00